



TradeSource

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Global Competitiveness: Exporting for All Levels

Welcome to the January 2018 edition of the TradeSource newsletter. This edition will provide information, tools, and resources for planning global business strategies, regardless of your experience in exporting. Dale Kelly of the U.S. Census Bureau welcomes you and the new year by sharing the benefits of utilizing the Single Window, also known as the Automated Commercial Environment. In other featured articles, several government agency experts will provide information on market growth, local trends, foreign trade violations, and resources for U.S. exporting businesses. Exporting is a good business opportunity for the economy. At the Census Bureau, it is our desire that you utilize the available resources and tools that will assist you in successfully exporting and providing accurate and timely data for the U.S. Trade Indicator.

New Year of Exporting and Importing in the Automated Commercial Environment

By Dale C. Kelly, Chief, International Trade Management Division, U.S. Census Bureau



Welcome to a new year of exporting and importing! In the International Trade Management Division (ITMD), we take pride in collecting and processing high-quality data that are used to produce timely and accurate international trade statistics. It is my pleasure to share with you the benefits of utilizing trade data, and specifically, the valuable resources available to

you when filing export information in the Single Window, managed by U.S. Customs and Border Protection (CBP). CBP and approximately 47 participating government agencies collaborated on modernizing and facilitating the Single Window automated filing system to streamline the export/import process for U.S. businesses.

The Single Window, also known as the Automated Commercial Environment (ACE) system, houses the Automated Export System (AESDirect portal). Through this portal, you are able to submit commodity information about your export shipment. ACE offers the ability to accept and process commodity filings.

Another bonus is immediate access to export reports and their query capabilities upon receiving authorization from the U.S. Census Bureau. The reports provide real-time access to your export information directly in ACE. The ACE export report functionality allows users to incorporate filters in a query for results based on their needs. For additional questions on obtaining export report access, contact (800) 549-0595, Option 5 for details. Or visit the Web site at <www.census.gov/foreign-trade/outreach/index.html> for archived export report webinars and other webinars on assistance in export reporting.

We would like you to stay informed on the Foreign Trade Regulations (FTR) and the new features in ACE. If you want to learn more about ACE, please link to the videos and training material available at <www.cbp.gov/trade/ace/training-and-reference-guides>. In addition, CBP's ACEopedia will provide the details on the current ACE features. The ACEopedia is updated monthly and reflects the latest ACE functionality, benefits, and progress. Visit the Web site at <www.cbp.gov/document/report/aceopedia> to learn more. For valuable resources and training in understanding the FTR, visit <www.census.gov/foreign-trade/outreach/index.html>.

Equally important, the information you provide in ACE regulated under the FTR facilitates the Census Bureau's responsibility to publish U.S. export and import statistics on the flow of commodities, a major economic indicator. In the latest, "U.S. International Trade in Goods and Services" release in conjunction with the U.S. Bureau of Economic Analysis, the goods and services deficit was \$48.7 billion in October 2017, up \$3.8 billion from \$44.9 billion in September 2017, revised. October 2017 exports were \$195.9 billion, down less than \$0.1 billion from September 2017 exports. October 2017 imports were \$244.6 billion, \$3.8 billion more than September 2017 imports. Access the Web site at <www.census.gov/foreign-trade/index.html> to obtain additional detailed trade data. These data are important, it is a reflection of our economy, as well as information that you can use to make business decisions.¹

We value you as a reader and hope the information in this edition of the TradeSource is beneficial and offers export opportunities to increase your knowledge on the many facets of the exporting process. The ACE, with its modern features and streamlined processing, provides a wide spectrum of functionality that supports business efficiencies.

I wish everyone a happy, healthy, and prosperous new year. My team and I look forward to serving you in 2018!

¹ Trade data provided by the U.S. Census Bureau and the U.S. Bureau of Economic Analysis.

ACE AESDirect Enhancements

By Alexander George, Survey Statistician, U.S. Census Bureau



The Automated Commercial Environment (ACE) AESDirect is the primary filing tool for submitting your Electronic Export Information (EEI) to the Automated Export System (AES). The Web portal continues to receive positive feedback for its improved functionality and user-friendly interface. ACE AESDirect is frequently updated to ensure

that the process for filing EEI continues to be seamless for the user.

Previous enhancements include the addition of the column, Last Updated by, on the Shipment Manager screen, which allows filers to view who last took action on a specific filing. In addition, adding the Count (History view) feature allows users to view and track every action taken on a particular filing. More recent enhancements include additional help icons and the Help panel on the top right of the Shipment Manager screen. The Original Internal Transaction Number (ITN) data element was added to the shipment section on the filing screen, allowing users to input the ITN associated with a previously filed shipment that was replaced, divided, or canceled.

In an effort to improve the search functionality of ACE AESDirect, the application was updated with the new Shipment Manager filter criteria. This allows the user to search for previously transmitted ACE AESDirect EEI based on one or more search options. Simply select Show Filters to access the various filter options, which include USPP Name, USPP ID, Consignee Name, Country of Destination, Port of Export, Carrier SCAC/IATA, User Name, and Filings Updated in. The filter option, Filings Updated in, will default to show filings from the past 3 months. Users can conduct a custom search of up to 5 years by entering a date range of up to 90 days at a time. Please see the example to the right which shows the available filter options.

The constant communication and feedback from the trade community are the primary reasons these enhancements are made. We are in regular communication with our users to keep them well informed of all changes and provide the necessary resources for filing EEI accurately. The [ACE AESDirect Resources](#) page on the U.S. Census Bureau's Web site contains many great references and tools to assist in filing EEI. This page is updated when enhancements are made to the filing portal. Some of these resources include the Sample Shipment Document, Frequently Asked Questions, latest broadcast messages, video walk-throughs that demonstrate how to register for an ACE exporter account and how to file EEI, and much more. While on this page, be sure to check out the [ACE AESDirect User Guide](#), which provides a broad spectrum of information from getting started with ACE AESDirect to submitting your shipment. It is a priority of ours to keep our reference material current, informative, and easily accessible for all users.

The screenshot displays the 'Shipment Manager' interface. On the left, a 'Filters' sidebar is visible with the following options: USPP Name, USPP ID, Consignee Name, Country of Destination, Port of Export, Carrier SCAC/IATA, User Name, and Filings Updated in. Each filter has a search box and a help icon. A 'Hide Filters' link is at the top of the sidebar. The main area shows the 'Show Filters' button and a 'Filings Updated in' dropdown set to 'Last 3 Months'. Below this, it says 'Showing 1 to 10 of 15 entries'. A table lists shipments with columns for Filer ID, Shipment Ref. #, Count, and Status. The table contains three rows: 123456789 SHIPMENTTEST Draft, 123456789 PARTYTEST / [12] Accepted, and 123456789 LICENSE / [3] Accepted. At the bottom, there is a 'Show 10 entries' dropdown.

Filer ID	Shipment Ref. #	Count	Status
123456789	SHIPMENTTEST		Draft
123456789	PARTYTEST / [12]		Accepted
123456789	LICENSE / [3]		Accepted

Mailing Packages to Embargoed Countries

By Kristi Sellers, Survey Statistician, U.S. Census Bureau

If you are exporting goods to an embargoed country, there is the likelihood your shipment will require an export license from the Office of Foreign Asset Control (OFAC) or the Bureau of Industry and Security (BIS). If an export license is required then an Internal Transaction Number (ITN) is needed prior to exporting in accordance with OFAC Regulations, the Export Administration Regulations, and the Foreign Trade Regulations. The ITN is generated after successfully filing your export information in the Automated Commercial Environment (ACE). The OFAC and BIS administer and enforce a comprehensive sanctions program, which broadly prohibits export transactions with entities in embargoed countries unless authorized by BIS or OFAC via a general or specific export license.

First, contact the OFAC at (202) 622-2490 or <OFAC_feedback@treasury.gov>, or contact the BIS at (202) 482-4811 to determine whether your shipment requires an export license. If your shipment requires an export license, then your export information must be filed in ACE in order to receive an ITN. If you do not have an ACE account, please follow the steps below.

U.S. CITIZENS, U.S. RESIDENTS, OR U.S. COMPANIES

Option 1—File yourself

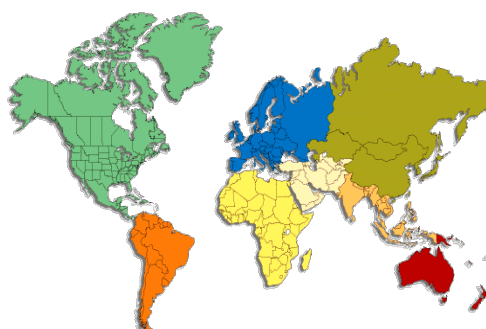
1. If you have an Employer Identification Number (EIN), go to step 2. If not, obtain an EIN from the Internal Revenue Service (IRS) at <www.irs.gov>. Step-by-step instructions are available at <www.census.gov/foreign-trade/regulations/index.html> in the Resources section. For questions about obtaining an EIN, please contact the EIN Help Line at 1-800-829-4933.
2. If you have an ACE account, go to step 3. If not, register for a free ACE account at <www.cbp.gov/trade/automated>.
3. Login to ACE to access the Automated Export System and file the Electronic Export Information (EEI).
4. Once the EEI is successfully submitted, the system will generate an ITN, which should be included on your shipping documents.

Option 2—Get an agent

1. If you have an EIN, go to step 2. If not, obtain an EIN from the IRS at <www.irs.gov>.
2. Select and authorize a U.S. agent (i.e., freight forwarder, broker, etc.) to file the EEI on your behalf. Provide the U.S. agent with the necessary information to complete the EEI.
3. Once the EEI is successfully submitted, the system will generate an ITN, which should be included on your shipping documents.

NON-U.S. CITIZENS, NON-U.S. RESIDENTS, OR FOREIGN ENTITIES

1. Since a foreign entity cannot register to file EEI through the ACE, they must select and authorize a U.S. agent (i.e., freight forwarder, broker, etc.) to file the EEI on their behalf.
2. Provide the U.S. agent with your foreign passport number (instead of an EIN) along with the other required data elements.
3. Obtain the ITN from the U.S. agent and include it on your shipping documents.



Common Foreign Trade Regulation Violations

*By Cynthia Oliver and Robert Rawls, Outbound Enforcement and Policy Branch,
U.S. Customs and Border Protection*

The U.S. Customs and Border Protection (CBP) sees a number of relatively common situations that can result in penalties for violations of the Foreign Trade Regulations (FTR). Two common violations are incorrect port of export and incorrect date of export. The CBP modified the guidance on issuing penalties for incorrect date of export to allow up to 4 days difference between the estimated date of export and the actual date of export, as long as the actual date is after the estimated date on the Electronic Export Information (EEI). The EEI with an estimated date of export greater than 4 days difference prior to the actual date of export must be updated. Failure to update the EEI submission may result in FTR penalties.

When the electronic export manifest for all modes of transportation is in place, the CBP will use the port of export declared on the manifest, instead of the port of export declared in the EEI submission. Until then, the exporter, or their authorized filing agent, are responsible for making corrections to the EEI record when they become aware of any change to the provided information.

Other relatively common FTR issues include the incorrect mode of transportation and the conveyance's name along the U.S. border with Canada. There is a tendency for exporters, or their authorized filing agent, to use the name of the carrier loading the cargo being exported out of Canada and not reporting the carrier taking the goods out of the United States. The CBP has seen a number of

shipments declared as an export on an ocean carrier at a land border crossing port into Canada.

Accurate submission of export data via the EEI in the Automated Export System is important for a number of reasons. These data are collected by the U.S. Census Bureau and are used by a number of government agencies at the federal, state, and local levels. The Census Bureau requires accurate commodity information in order to publish accurate trade statistics. The CBP uses the data to identify high-risk shipments and to identify the location of the shipments to ensure compliance with U.S. export control laws and regulations. Additionally, failure to provide accurate information as part of the EEI submission may result in penalties to the exporter, filer, carrier, or some other party that is believed to have caused the FTR violation(s). Providing accurate information in the EEI submission is important to all parties, including the U.S. government.

Other U.S. government agencies require the submission of export licensing, license exemptions/exceptions, and permits via the EEI submission at the time of export and entry of goods coming into the United States that are controlled under U.S. export control laws and regulations.

For more information concerning this matter, please contact Cynthia Oliver, Program Manager, Outbound Enforcement Policy Division at (202) 344-3277.



Upcoming Webinar Series 2018



Presented by the U.S. Census Bureau's International Trade Management Division,
along with features from other agencies.

This webinar series provides training and updates on features within the Automated Commercial Environment,
the Foreign Trade Regulations, and MORE!

All webinars are FREE and are scheduled from 2 p.m. to 3 p.m. EST.

No preregistration is required.

Please join our team of experts from the Census Bureau and other agencies for informative webinars on the many facets
of the export process. The webinars will discuss how to ensure filing accuracy and enhance business operations.

Export Competitively and Increase Your Sales With
Government Support

Export-Import Bank of the United States

Date: Thursday, January 11, 2018

Roadmap to a Successful Voluntary Self-Disclosure

U.S. Census Bureau

Date: Thursday, January 25, 2018

Directorate Defense Trade Control Overview (Tentative)

Department of State

Date: Thursday, February 22, 2018

Resolving AES Response Messages With
a Focus on Fatal Errors

U.S. Census Bureau

Date: Thursday, March 8, 2018

Export Compliance

Bureau of Industry and Security

Date: Thursday, March 22, 2018

Export Classification (Spanish)

U.S. Census Bureau

Date: Thursday, April 5, 2018

ACE AESDirect Demonstration (Spanish)

U.S. Census Bureau

Date: Thursday, April 12, 2018

Please visit the Web site for archived transcripts, presentations, and recorded webinars on the
export process at <www.census.gov/foreign-trade/outreach/features-ace-exports.html>.

An Update on Census Business Builder

By Andrew W. Hait, Economist, U.S. Census Bureau

In the July 2017 TradeSource newsletter, we talked about the following:

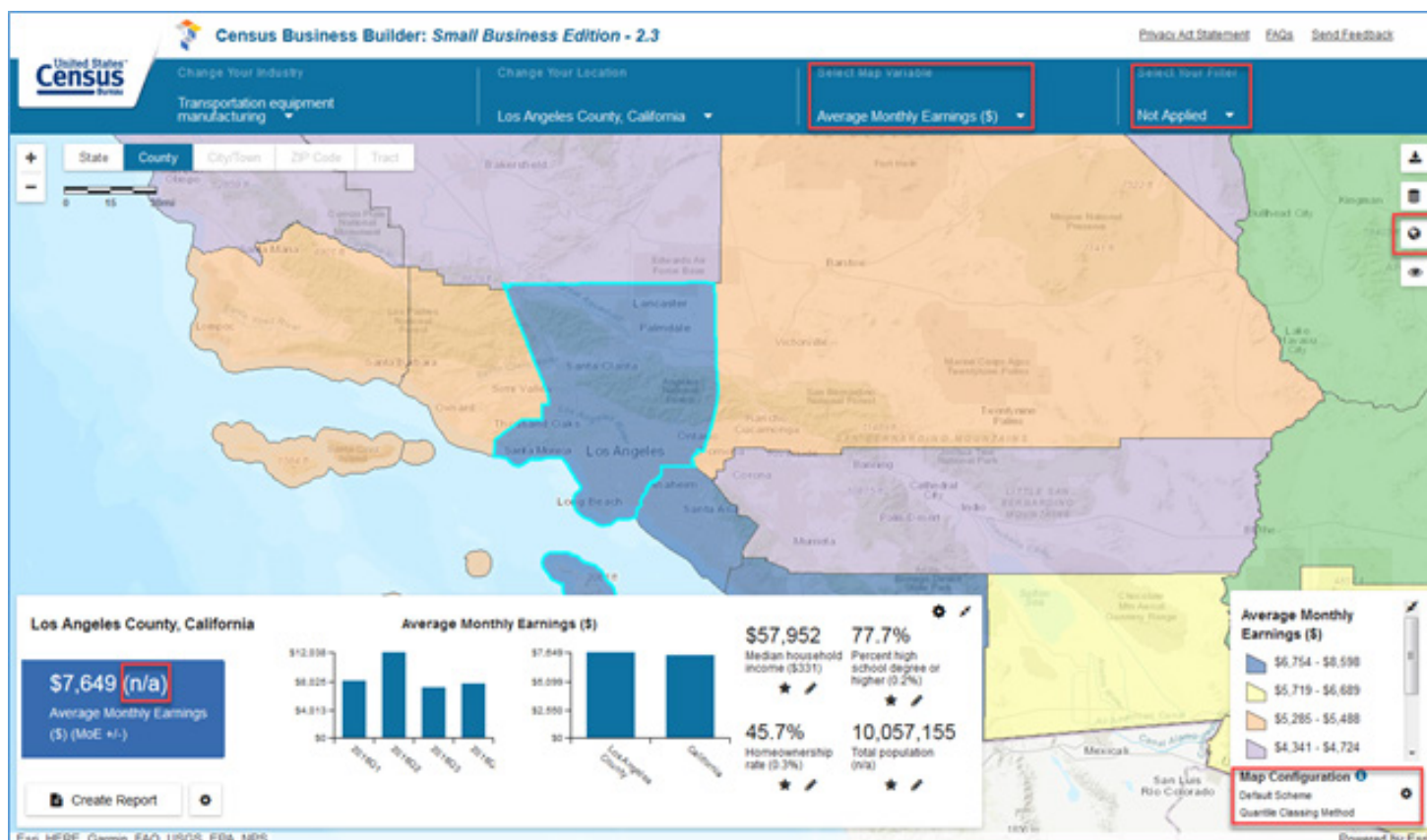
- The wealth of data that the U.S. Census Bureau provides that exporting and importing companies can use.
- The challenges many of you face in finding, accessing, and using these data.
- The work that the Census Bureau is doing to improve access to our data.

This work includes the release of a suite of tools called *Census Business Builder (CBB)*. The *Small Business Edition* and the *Regional Analyst Edition* were specifically designed to help business owners, regional planners, and others access the key data they need to better understand their markets.

Today, we will outline the new content and features included in version 2.3 of CBB, released on December 22, 2017.

CENSUS BUSINESS BUILDER AT A GLANCE

The CBB has key demographic, socioeconomic, and housing data, including stats on educational attainment, median household income, and median home value. The data are shown at the state, county, city/town, zip code, and tract levels. Information on the number of businesses, employment, payroll, and revenue are also provided. Version 2.2 of CBB (released in June 2017) added data on the total value of imports and exports for selected agriculture, mining, and manufacturing industries, as well as agriculture data from the [U.S. Department of Agriculture National Agricultural Statistics Service](#). Finally,



Map showing average monthly earnings for transportation equipment manufactures for Los Angeles County and neighboring counties. New version 2.3 features are highlighted.

Continued on page 8

CBB includes consumer-spending data from Esri. All of these data are displayed in an interactive map and in customizable and downloadable reports.

WHAT IS NEW IN VERSION 2.3?

Version 2.3 adds some new content and features (plus other updates) that users have been asking for. The content updates include:

- Labor force data from our [Quarterly Workforce Indicators](#) dataset, including stats on hires, separations, and average monthly earnings.
- Additional data on receipts for the agriculture industries covered in CBB.
- The latest demographic data (changed 2015 to 2016).
- Updates to the consumer-spending data to show the values per household (instead of per capita).

The functional updates include:

- The ability to manipulate the areas displayed on the map via manual, user-defined minimum and/or maximum values in the map filter.
- The ability to choose five filter criteria at a time, up from three criteria in version 2.2.
- The ability to change the Basemap used in the map itself, from topographic to imagery or dark.

- The ability to change the map color palette (from the default five-color palette to a two- or three-color palette) and the map classes (from quantile to equal interval) using a new map configuration feature.
- The ability to view the margins of error for the demographic data in the data dashboard.
- Other usability updates, including mobile device and map download improvements and other tweaks.

HOW CAN I USE CBB FOR MY BUSINESS?

Importing and exporting companies can use the data in CBB to identify additional customers and markets as well as potential suppliers. Companies can also use CBB to compare the employment, payroll, and revenue of their business (and their operating ratios) to the data for alike businesses to identify possible areas of improvement.

HOW CAN I LEARN MORE?

For more information about CBB, including flyers on the new features in Version 2.3, visit the [CBB Web site](#). To help us shape future versions of CBB, please use the “Send Feedback” link that appears at the top right of CBB to submit your comments.

If you have questions about how to most effectively use CBB, please contact me at (301) 763-6747 or [<Andrew.w.hait@census.gov>](mailto:Andrew.w.hait@census.gov).



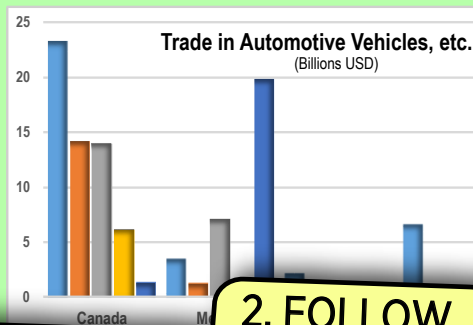
INTERNATIONAL TRADE STATISTICS

With our data, finding your export market is as easy as 1, 2, 3...

1. LOCATE

What countries already have an established export market for automobiles and auto supplies?

If you need to know who is buying your class of products around the world, see our end-use and other high-level data.

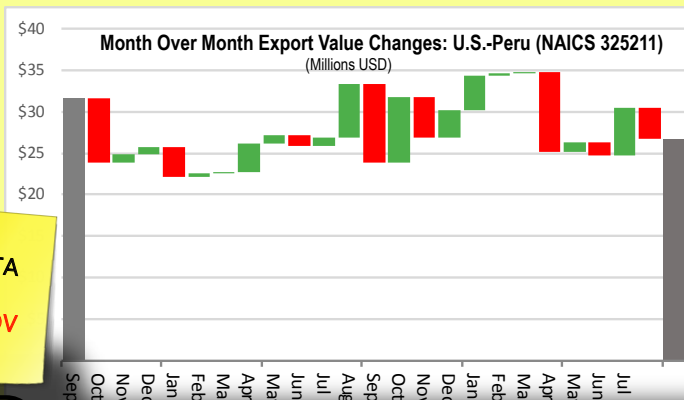


GENERAL TRADE DATA
AVAILABLE AT
WWW.CENSUS.GOV/TRADE

2. FOLLOW

What are the month-over-month trends in the value of exports of plastics materials and resins from the United States to Peru?

If you need to know how your market is moving, identify seasonal changes, track a rising market, or need access to the most detailed data available, see our HS10 and NAICS6 data sets.



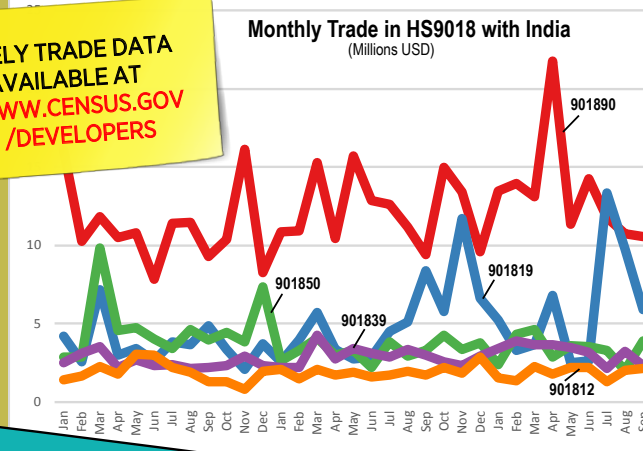
DETAILED TRADE DATA
AVAILABLE AT
USATRADE.CENSUS.GOV

3. RESEARCH

Where can I find data to back my application showing monthly exports of medical imaging equipment from the United States to India?

If you are looking for easy automated application access to current and detailed trade data, see our international trade time series (2013-present) in the Census API.

TIMELY TRADE DATA
AVAILABLE AT
WWW.CENSUS.GOV/DEVELOPERS



United States
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Questions about trade data?
Call 1-800-549-0595, Option 4.



Boots-on-the-Ground Trade Expertise for U.S. Exporters¹

U.S. Commercial Videos Put Eye on Export Destination Opportunities

By Curt Cultice, Senior Communications Specialist, U.S. Commercial Service

To help broaden U.S. companies' perspective on export opportunities, the U.S. Commercial Service is shining a light on 20 export market destinations through a new series of video shorts with comprehensive country information. The videos feature firsthand interviews with boots-on-the-ground trade professionals at U.S. embassies and consulates abroad. These trusted trade experts convey their deep knowledge of market intelligence, understanding of local trends and business practices in their respective markets, and offer available export assistance for U.S. exporters.

We highlight three export categories: new to export, occasional exporter, and the proactive experienced exporter; and provide brief videos for a more in-depth look at each market. You can also take advantage of other export resources on our site and do your own export assessment.

Opportunities for New Exporters

Are You Looking to Develop International Business?

Some markets are more conducive to first-time U.S. exporters in terms of ease of doing business. The videos profile five export markets that companies might wish to consider in their export planning:

- **Canada** is America's number one trade partner, and many U.S. businesses sell directly to Canadian consumers and retailers via e-commerce. One good business practice is to make your sale as transparent as possible by quoting prices in Canadian dollars on your Web site or using the nonresident importer program to identify all costs up front.

With more than 95 percent of the world's consumers outside of the United States, more U.S. businesses are thinking globally. Many other businesses have yet to export, and 59 percent of all current U.S. exporters sell to only one market, resulting in missed opportunities. Is your firm new-to-export, an occasional exporter, or a proactive, experienced exporter? Regardless of your company's exporting experience, there's plenty of opportunity to meet growing worldwide demand for quality, "Made in USA" products and services.

Watch Video



- **Mexico** is our nation's second-largest export market with over 120 million citizens and a growing middle class. U.S. exporters benefit from a well-developed Mexican supply chain closely integrated with the United States. An important tip is not to try to make sales directly to individual buyers in Mexico, but to find a reliable Mexican partner.
- **Australia** has one of the strongest economies in the world, notching positive economic growth every single quarter since 1991. The Australia-U.S. Free Trade Agreement enables 99 percent of American-made consumer goods to enter the country duty-free. When looking to do business in Australia, carefully evaluate long-distance shipping costs.
- **United Kingdom (UK)** is the world's fifth-largest economy, and more than 40,000 American companies sell in this market. Exporters benefit from a common language, low trade barriers, and a business-friendly environment. However, there are subtle differences, and U.S. firms should localize their products and be aware of any regulations.
- **Germany** is the fourth-largest market in the world, and its 80 million people generally have a high standard of living with plenty of disposable income. Its central location, solid infrastructure, and prevalence of world-class industry trade shows make it a great springboard to the rest of Europe.
- **View the export destination videos [here](#).**

¹ Data in this article were provided by the U.S. Department of Commerce.

Opportunities for Occasional Exporters With an Eye on Sales Growth

Are You Looking to Expand Into More Markets?

Many U.S. companies are occasional exporters, selling to one or two markets, but largely react to incoming foreign orders, or may be struggling in the export process. By supplementing their initial export experience with a well-thought-out export plan, these firms can better position themselves to expand into additional markets. Below are ten markets that may hold great sales potential for your business. For many of these markets, the conditions for doing business are improving steadily, and in some cases, may be less crowded with other foreign competition:

- **Chile** is a good platform for American companies to reach other Latin American markets with 100 percent of American-made products entering Chile duty-free. English is not widely spoken in Chile, so plan on translating your sales literature and Web content into Spanish.

Watch Video

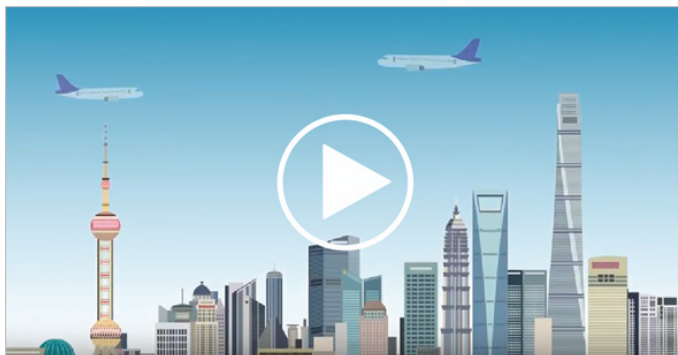


- **Colombia** is a strategic hub for entering Latin America. The country is investing in key infrastructure such as railroads, airports, transportation, and roads. Colombians trust the quality of American-made goods, giving U.S. suppliers an extra leg up on other foreign competitors.
- **Indonesia** is located on one of the world's major trade routes, and is Southeast Asia's largest economy with more than 250 million people. There is a sizeable demand for American technology and expertise in many sectors. The U.S. Commercial Service can assist companies in navigating Indonesia's regulatory business environment.

- **Japan** is the fourth-largest importer of U.S. products. Fast-growing sectors include advanced manufacturing, cyber security, and e-commerce. Japanese consumers tend to be demanding and government regulations set product standards at very high levels.
- **Malaysia** is a robust e-commerce market, with 50 percent of Malaysia now making purchases online, and 47 percent of mobile phone users buying products with their devices. Government-linked corporations play a significant role in the economy, and selling to these businesses usually requires partnering with a Bumiputra (ethnic Malay)-owned company.
- **Peru** is one of the fastest-growing economies in Latin America, averaging an annual growth rate of nearly 6 percent over the last decade. The country plans to spend more than \$100 billion on new infrastructure over the next few years. Peru's market can be challenging, so due diligence and finding a strong local partner are essential.
- **South Africa** is the most mature and advanced country in Africa with opportunities in power, telecom, healthcare, and more. As one of Africa's largest economies, the country's solid infrastructure serves as a base for selling throughout sub-Saharan Africa. When doing business, do not underestimate the importance of relationship-building.
- **South Korea** is a top U.S. trade partner in the Asian region. American sellers can often compete well against Korean suppliers, especially when selling via e-commerce in this high-wired market.
- **United Arab Emirates (UAE)** features world-class infrastructure and is the largest U.S. export market in the Middle East. The UAE has \$270 billion worth of opportunities and a 5-year plan, 2015 to 2020, for infrastructure investments. Local laws are sometimes difficult to understand, however, the U.S. Commercial Service is available to assist.
- **Vietnam** has transformed into one of the most vibrant markets for U.S. exporters. Since the economic reforms of the 1980s, Vietnam's annual growth rate of more than 5 percent has been second only to China in Asia. U.S. firms should know that the Vietnamese, to a large degree, do not use credit cards, so selling via e-platforms typically requires reliance on financial institutions and cash-on-delivery payment systems.
- **View the export destination videos [here](#).**

Continued on page 12

Watch Video



Opportunities for Proactive, Experienced Exporters *Are You Interested in Pursuing More Challenging, High-Growth Markets?*

Proactive, experienced exporters—those companies that may have an established track record of selling to multiple markets—already have a fundamental understanding of exporting. Many of these firms may be pursuing large but challenging markets, or smaller but extremely high-growth markets that may serve as regional gateways. These markets often hold greater opportunities, but selling to them often requires more time and perseverance. Below are five markets to consider:

- **China** is the world's largest consumer market with 1.3 billion people, making it an attractive target for exporters. Tapping into this market can present challenges and extensive research is a must as business practices and regulations can vary throughout China's provinces.
- **India** is spending billions of dollars on new infrastructure—water, power, sanitation, public transportation, and IT connectivity—in coming years and foreign suppliers will be invited to bid on the projects. Be prepared to encounter differences across India's 29 states and seven union territories.
- **Brazil** ranks as Latin America's largest economy and the ninth largest in the world. Home to 203 million potential customers, key sectors include IT, security and oil and gas equipment, transportation, consumer goods, and medical devices. Among the factors to consider is the country's underdeveloped infrastructure that can make logistics challenging.
- **Kenya** has a vibrant IT sector and a well-educated, growing middle class with increased spending power.

Kenya is the economic, commercial, and logistics hub of Eastern Africa, and a springboard to six other markets totaling some 45 million consumers. U.S. firms doing business should factor in Kenya's growing consumer trend for online purchasing.

- **Nigeria** is the largest economy in Africa, and a stepping stone for U.S. exporters looking to sell to the 15 countries of the Economic Community of West African States. Economic reforms have helped diversify Nigeria's economy well beyond the oil and gas sector. Among its many tips, the U.S. Commercial Service advises companies to do their due diligence on prospective partners in this challenging market.

- **View the export destination videos [here](#).**

ARE YOU LEAVING MONEY ON THE TABLE?

For many U.S. companies, particularly small- and medium-sized firms newer to exporting, working an export strategy into their overall business plan is frequently perceived as being too burdensome. In fact, many businesses do not export for a myriad of reasons. They often share concerns about getting paid, financing, “losing their shirt,” or may be unaware of available export assistance.

Exporting can help companies grow their business, build competitiveness, and weather changes in the United States and the global economy. Today, with the Internet, improved transportation options, and available export assistance from the federal government and its state and local partners, exporting is more viable than ever—and especially true for smaller businesses. As we like to say to businesses, “If you're not exporting, you're leaving money on the table.”

U.S. COMMERCIAL SERVICE EXPORT ASSISTANCE NETWORK

Whatever your company's current level of export experience, the good news is you do not have to “go it alone” when it comes to selling globally. The U.S. Commercial Service has a worldwide export assistance network located in 108 offices across the United States and in U.S. embassies and consulates in more than 75 countries. Each year, the U.S. Commercial Service assists thousands of U.S. businesses, helping facilitate export sales worth tens of billions of dollars to worldwide markets. To learn more and locate your nearest office, visit export.gov.

Continued on page 13

KEY RESOURCES: EXPORTING BASICS VIDEO, EXPORT.GOV

Learn more about exporting by viewing the U.S. Commercial Service's Exporting Basics video series that takes you through all the steps of exporting and available export resources. The 22 videos are organized into six themes, covering all aspects of exporting with input from our worldwide U.S. Commercial Service trade professionals. And while you may have mastered many aspects of exporting, the videos can help fill in any gaps while updating you on all facets of successful exporting. Just look below to find your video(s) of interest.

- 1. Get Ready to Export!**
- 2. Plan Your Market Entry Strategy**
- 3. Find Foreign Buyers**
- 4. Get Paid**
- 5. Make the Export Sale**
- 6. Navigate Your Export Market**

View the entire video series at <export.gov/How-to-Export>. As noted in the videos, "A well-thought-out export plan can make all the difference between generating a few international sales and achieving real business growth."

Each video connects you to more in-depth export tools and resources available on <export.gov>, the federal government's export assistance portal. Check out these resources today.

Watch Video Series



Finding International Buyers: Sometimes You Gotta Go!

By Elizabeth Thomas, Business Development Specialist, EXIM Bank

The 11th edition of “A Basic Guide to Exporting” from the U.S. Commercial Service contains success stories from small businesses that invested in exporting their products overseas. While each company and situation is unique in their own way, there are a few common themes:

- Exporting may be challenging, but it is worth it.
- Products made in the United States have a powerful brand.
- There is nothing like experiencing an overseas market firsthand to understand how to sell in an overseas market.

Fortunately, there are many resources that will introduce you to new markets and foreign buyers. You do not have to go it alone!

You can receive specific trade intelligence on the export prospects for your product in a potential market with [U.S. Census Bureau USA Trade Online](#). Specific U.S. export and import information on more than 18,000 commodities worldwide can be found 24 hours a day, 7 days a week by calling 800-549-0595, or by visiting the [Census Bureau Foreign Trade Web site](#). To obtain fast, customized market research to answer your international business questions, visit [Customized Market Research](#).

Some of the companies highlighted in “A Basic Guide to Exporting” participated in trade missions, a 1-week trip to foreign countries hosted by the U.S. Department of Commerce. During a trade mission, U.S. small business executives meet face-to-face with prescreened international business people including qualified distributors, sales representatives, and business owners.

The missions are industry specific and target two to four countries per trip. Trade missions are a cost-effective way to jump-start your relationship with foreign buyers and begin to build your brand in overseas markets.

International trade shows worked for a North Carolina-based small business. In fact, the experience of meeting overseas buyers in their own countries was so successful that the company invited eight of its suppliers to a construction trade conference in the Middle East, resulting in new markets for all of them. If you are exporting food, the Foreign Agricultural Service has employees located overseas and is ready to provide you commercial briefings,

local contacts, and advice for establishing a business presence in local markets. They will also facilitate your meetings.

Want to get started but just cannot book that ticket right now? Another company found success at a Department of Commerce International Buyer Program (IBP) Trade Show. Every year these industry-specific events bring thousands of international buyers to the United States for business-to-business matchmaking with U.S. firms, resulting in an estimated \$1 billion in new business for U.S. companies. Check out the [2018 IBP Shows calendar](#). Or consider the Department of Commerce Gold Key Matching Video Service which uses teleconferencing to bring you face-to-face with foreign buyers in real-time.

The Department of Commerce, Census Bureau, Small Business Administration, Export-Import Bank of the United States (EXIM), and other government agencies work closely together and are ready to work with you to forge strong relationships with foreign buyers and help you expand into international markets.

LEARN MORE

Interested in learning more about connecting with foreign buyers? This article is a review of success stories from “A Basic Guide to Exporting: 11th edition 2016.” You can learn more by downloading the entire guide [here](#).

Are you ready to export or expand into new international markets? Request a [free consultation](#) with your local EXIM representative or e-mail Elizabeth.Thomas@exim.gov and get ready to go global!



Contact Information

International Trade Helpline	
ITMD blogs: www.census.gov/newsroom/blogs/global-reach.html 800-549-0595 (see menu options below)/*Secure fax: 301-763-8835 (all branches)	
Assistance With the Automated Export System, Option 1 Monday-Friday 7:30 a.m.–6:00 p.m. (Eastern Time) Fax: 301-763-6638 E-mail: askaes@census.gov	Assistance With Commodity Classification, Option 2 Monday-Friday 8:30 a.m.–5:00 p.m. (Eastern Time) Fax: 301-763-4962 E-mail: eid.scheduleb@census.gov
Assistance With Regulatory Guidelines, Option 3 Monday-Friday 7:00 a.m.–5:00 p.m. (Eastern Time) Fax: 301-763-4610 E-mail: itmd.askreg@census.gov	Assistance With Information on Trade Data, Option 4 Monday-Friday 8:30 a.m.–5:00 p.m. (Eastern Time) Fax: 301-763-4962 E-mail: eid.international.trade.data@census.gov
Assistance With Trade Outreach, Census Vetting, and Export Reports Authorization, Option 5 Monday-Friday 8:00 a.m.–6:00 p.m. (Eastern Time) Fax: 301-763-8835 E-mail: itmd.exportreports@census.gov	
<p>*The secure fax number is for confidential company information (i.e., data requests). Please include a cover sheet with the name and/or branch phone number to whom the fax should be delivered. The e-mail addresses below are not secure. Confidential company information should not be sent to these addresses.</p>	

AES Partnership Agencies	Web Sites
U.S. Customs and Border Protection (CBP), Trade Enforcement and Facilitation For general questions: OFO-import-exportcontrol@cbp.dhs.gov For vehicle questions: cbpvehicleexports@cbp.dhs.gov Robert Rawls, Outbound Enforcement and Policy Branch Chief 202-344-2847 E-mail: robert.rawls@dhs.gov	Export-Import Bank of the United States www.exim.gov U.S. Department of Agriculture Foreign Agriculture Service www.fas.usda.gov U.S. Department of Commerce Bureau of Industry and Security www.bis.doc.gov International Trade Administration www.export.gov www.trade.gov U.S. Census Bureau International Trade Management Division www.census.gov/foreign-trade U.S. Department of Homeland Security U.S. Customs and Border Protection www.cbp.gov U.S. Small Business Administration Office of International Trade www.sba.gov/international Small Business Development Centers www.sba.gov/sbdc U.S. State Department Directorate of Defense Trade Controls www.pmdtdc.state.gov U.S. Treasury Department Office of Foreign Assets Control www.treas.gov/offices/enforcement/ofac
Bureau of Industry and Security (BIS) Help Desk, Washington, DC 202-482-4811 Western Regional Office, Los Angeles/ Newport Beach, CA 949-660-0144 Western Regional Office, San Jose, CA 408-351-3378	
Directorate of Defense Trade Controls, U.S. State Department, Washington, DC Response Team 202-663-1282 D-Trade Questions 202-663-2838	